



**Rinnai®**

# **PRO Network**

**It's Better *In Network***

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# Rinnai PRO Contact List

## Customer Care

**Consumer #:** 800-621-9419

**Distributor PRO #:** 800-621-9419

**Rinnai Technical Support #:** 888-746-6247

**PRO Network Priority Technical Support #s:**

**844-319-1230 or 844-316-9918**

## Rinnai<sup>®</sup> PRO Network

**Rebate Status:**

<https://www.rebateinquiryonline.com/>

**PRO Support:** [prosupport@rinnai.us](mailto:prosupport@rinnai.us)

## Warranty Claims

To request a distributor parts credit:

<https://bit.ly/RinnaiPartsCredit>

To file a Warranty Claim online:

<https://bit.ly/RinnaiWarranty>

## National Accounts Program

Rinnai provides world class service and responsiveness to keep businesses up and running.

- Factory Trained Commercial Service Providers
- Nationwide support and coverage
- Turnkey guaranteed pricing programs
- One call for immediate replacement, installation and preventative maintenance

For complete details on commercial water heating solutions and maintenance services, call

**866-383-0707** or email

[commercialservices@rinnai.us](mailto:commercialservices@rinnai.us)

## Commercial Services

More North American businesses rely on Rinnai for hot water than any other tankless manufacturer. It's because we won't waste your time: We promise a 48 hour return on our quotes and 100% guaranteed accuracy on each custom system sizing. Count on worry-free ownership with the industry's leading warranty.

## Application Engineering

**800-621-9419, Option #3**



Our team of application engineers are available to provide quotes, size your system, and provide designs for your specific commercial projects — all at no charge and backed by our 100% sizing guarantee\*.

*\* Sizing is guaranteed provided original fixture list and sizing parameters (e.g., temps, elevation) do not change.*

For more information: [engineering@rinnai.us](mailto:engineering@rinnai.us)

## Rinnai Merchandise and Literature Store

Access the store through the PRO Portal:

<https://io.rinnai.us/>

- Free Literature (printed/downloadable)
- Rinnai Branded Apparel
- Rinnai Branded Merchandise
- Event & Graphic Displays
- Advertising Packages

**For the online Web Parts Store, visit:**

<https://bit.ly/RinnaiWebPartsStore>

- Real-Time Inventory Levels with Pricing
- Downloads for Product Specifications
- Manuals and Warranty Documents
- Exploded Product Images

Learn how to register products, see the inside back cover for details.

Have questions regarding the PRO Network, please contact [prosupport@rinnai.us](mailto:prosupport@rinnai.us)



**Benefits for every PRO plus  
extra benefits for every ACE PRO**

Being a Rinnai PRO sets you apart. Installing and servicing North America's leading brand of residential tankless water and home heating appliances gives you access to unparalleled marketing and sales support.



## The PRO Advantage.

- Open more doors by being a part of the Rinnai PRO Network and receive qualified leads
- Being In Network provides benefits to businesses of all sizes
- Achieve additional benefits as you grow your business and elevate your status to Rinnai ACE PRO

Rinnai wants to recognize your hard work, by expanding our industry-leading PRO support and rewards program to give every one of our partners more benefits than ever before. Joining the Rinnai PRO Network is simple and straightforward.

## Joining is Simple.

Visit [rinnai.us/professional/enroll](https://rinnai.us/professional/enroll)

**Step 1:** Register to be a Rinnai PRO

**Step 2:** Complete training and paperwork

It really is just that simple. Every Rinnai trained professional can take advantage of the benefits of being "In Network."

After you install and register 50 Rinnai products, upgrade automatically to **Rinnai ACE PRO** to earn even more benefits.

There is always room to grow "In Network."

PROGRAM BENEFITS		
Rinnai. PRO Network		
Branded Listing on Rinnai.us	★	Priority
Sales and Service Leads	★	Priority
Customized Landing Page	★	★
Rinnai Rewards	★	★ 2X Points
Consumer Finance Rebate	★ \$50	★ \$150
Customer Satisfaction Surveys	★	★
Call Tracking	★	★
Coupon for First 5 Registrations	★	★
Consumer Rebate Offers	—	★
Priority Tech Support	—	★
In Home Sales Training	—	★
Free Unit* After First 100 Registrations	—	★

\*Free Unit is a Rinnai Tankless Water Heater

## RINNAI CONSUMER FINANCING

FAST, FRIENDLY, FLEXIBLE.

Close the sale with stress-free financing with Rinnai's partner, Service Finance, LLC.

- Paperless Application Process:  
<https://bit.ly/RinnaiConsumerFinancing>
- Same Day Funding
- Financing Rebates paid to PROs in Network

### Customer Benefits

- No upfront costs
- Upgrade aging equipment
- Immediate energy savings
- 100% **worry-free** parts and labor coverage
- Regular maintenance visits
- Fixed, budget friendly payments
- Utility rebates¹
- Cashback incentives
- End-of-term options



### Why Lease?

CUSTOMER BENEFITS	VALUE COMPARISON		
	PURCHASE	FINANCE	LEASE
Up-Front Cost	\$\$\$\$	\$	\$0
Monthly Cost	Unknown²	\$\$	\$
Rebates¹	✓	✓	✓
NO downpayment	X	✓	✓
Efficiency Upgrade	X	✓	✓
Brand/Style Upgrade	X	✓	✓
NO Upfront Tax	X	X	✓
End of Term Options	X	X	✓
Annual Maintenance and Safety Inspection	X	X	✓
100% Coverage, hassle-free warranty	X	X	✓
Never pay for a service call again 100% parts and labor coverage	X	X	✓



#### Qualified Equipment Types

- Tankless Water Heaters
- Hybrid Water Heating Systems
- Boilers
- Vent-Free Fan Convectors
- EnergySaver® Direct Vent Wall Furnaces
- Hydronic Air Handlers
- All Venting and Accessories

1 Rebates dependent on state rules and regulations

2 Service, repair, and maintenance costs vary month-to-month; 100% customer risk



# Introducing Worry-Free Hot Water™

## Ask the Right Questions.

### Up-Front Costs

1. How would you feel if I could provide an upgrade to a Rinnai Tankless Water Heater, with no up-front costs plus immediate energy savings?
2. Would a low, monthly all-inclusive payment fit your budget better than a large up-front expense?
3. If you could keep the cash you're prepared to spend for a new water heater, might you spend it on other things that would add more value to your home?

### Service & Maintenance

1. Are you concerned about expensive service or repair bills impacting your budget?
2. Regular maintenance is critical to your system's performance and required to maintain warranty eligibility. Would you be interested in including the maintenance with your equipment?
3. Would you like my company to contact you annually to schedule and complete annual maintenance free of charge, at your convenience?

### Worry-Free Hot Water

1. How would not having hot water affect your family's wellbeing?
2. Would a bundled, 100% worry-free parts and labor protection plan – with a predictable monthly cost – give you peace of mind?



## ENROLLMENT IS EASY

### How to Get Started

Contact your local Rinnai rep or reach us directly at **866-919-1765** or email **info@advantageallianceprogram.com**.

The enrollment process is quick and easy. Start offering worry-free hot water to your customers today!



# RINNAI REWARDS LOYALTY PROGRAM

## Rewarding Loyalty

**PROs (in Network) are automatically enrolled**

Earn loyalty points by registering qualified products, Earn and Learn programs, and limited-time promotions. Get rewarded with free merchandise, event tickets, travel, Rinnai branded merchandise, and advertising resources. ACE PROs earn 2X points, for even more rewards.

### HOW TO EARN POINTS

- Earn points for every Rinnai product you register (*points vary by product purchased – see back pocket insert for point values*)
- Opportunities are provided to earn additional points throughout the year
- Points never expire\*
- Monitor points balance in the app

### WHERE & HOW TO REDEEM POINTS

- Go to the **PRO Portal**
- Click on **Rinnai Rewards**
- Shop and manage points in **My Account**

### HOW YOU CAN SPEND REWARDS

- Purchase items in **Rewards Store**
  - Electronics
  - Sporting Goods
  - Tools & Hardware
  - Events
  - Travel
- Use Rewards in the **Rinnai Store**
  - Rinnai Branded Apparel
  - Rinnai Branded Merchandise
  - Event & Graphic Displays
  - Advertising Packages

QUALIFYING PRODUCTS
Tankless Water Heaters SE+ (RUR Models)
Tankless Water Heaters SE+ (RU Models)
Tankless Water Heaters HE+ and SE Series
Condensing Boilers
Direct Vent Wall Furnaces (EX08CT, EX11CT)
Direct Vent Wall Furnaces (EX17CT, EX22CT, EX38CT)
Vent-Free Fan Convectors
Commercial Tankless Water Heater CU199
Commercial Tankless Water Heater CU160
Demand Duo™ Hybrid Water Heating System (119 Gallon)
Demand Duo™ Hybrid Water Heating System (80 Gallon)
Tankless Rack Systems
Air Handler
Infrared Heaters (US only) (SE, SE+, HE, HE+)

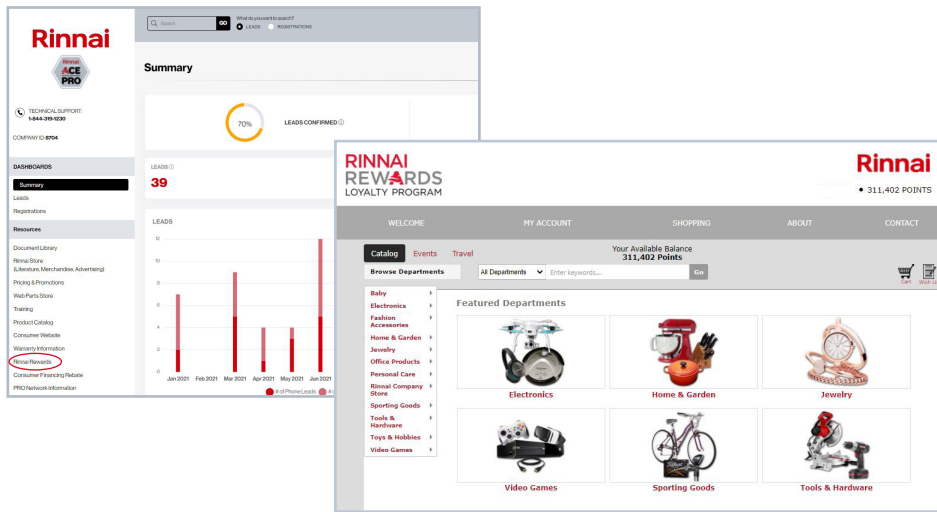
Note: HE Series Tankless Water Heaters (V Models) do not qualify.  
\*No credits will be issued for unused points and points have no cash value.

# Earning and Managing Rewards

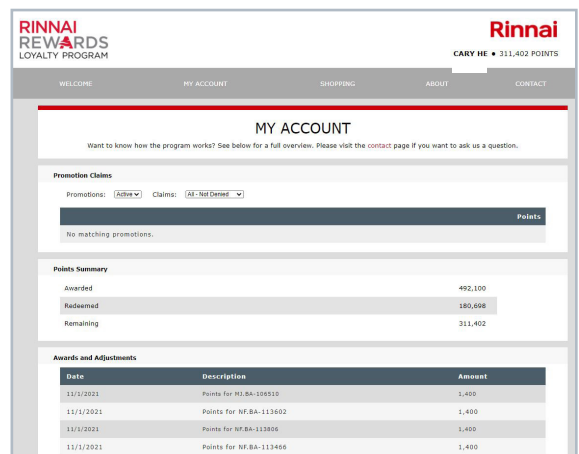
Refer to the **PRODUCT REGISTRATION OVERVIEW** on page 7 page on how to register products in the PRO Portal.

## WHERE & HOW TO REDEEM POINTS

- Go to the **PRO Portal**: <https://io.rinnai.us/>
- Click on **Rinnai Rewards** to shop in the **Rewards Store**



- Shop and manage points in **My Account**
  - View **Points Summary**
  - View individual transactions and Points awarded
  - View redeemed Points and Purchases



- Purchase a Promo Code with Points to shop in the **Rinnai Store**
    - Rinnai Branded Apparel
    - Rinnai Branded Merchandise
    - Event & Graphic Displays
    - Advertising Packages
- Access the **Rinnai Store** through the PRO Portal



# PRODUCT REGISTRATION OVERVIEW

Register your Rinnai product today

## Reasons for Registering Rinnai Products

- Extend your customer's service plan on \*Rinnai Tankless Water Heaters by an additional \*\*4 years, providing a 5-year service plan on their investment.
- Receive Rinnai Rewards for every product registered in the PRO Portal
- Keep track of all the Rinnai products you register in the PRO Portal
- You are connected to your customer's warranty registration for potential future service of their Rinnai product.



## Multiple Ways to Register Rinnai Products

- Register one product at a time
- Register multiple products - download bulk-upload spreadsheet
- Claim a product your customer already registered

### Only Register Your Product in the PRO Portal to Receive Rewards

Visit the PRO Portal:  
<https://io.rinnai.us>



Or scan this QR code



\* SE & HE models do not qualify for the extended service plan

\*\* For Residential applications, products need to be registered within 90 days with the exception of HE+ models, which must be registered within 30 days to qualify for the 4-year Extended Service Plan.

Commercial products receive a 1-year labor warranty with a 1-year Extended Service Plan if registered within 30 days (non-condensing) and within 90 days (condensing). Residential products used in Commercial applications do not qualify for the 4-year Extended Service Plan.x

Have questions regarding registering your products, please contact [prosupport@rinnai.us](mailto:prosupport@rinnai.us)

## Quick How-To Registration Videos



### How to Register Products in the PRO Portal

Visit this link or scan the QR Code to watch:

<https://bit.ly/RegProductsVideo>



### How to Claim a Registration by Serial #

Visit this link or scan the QR Code to watch:

<https://bit.ly/ClaimRegSerial>



### How to Bulk Register Multiple Products in One Upload

Visit this link or scan the QR Code to watch:

<https://bit.ly/BulkRegMultiProducts>



### Required for Bulk Product Registration

Get the spreadsheet from this link or scan the QR Code to download:

<https://bit.ly/3i35Lfk>



\*See complete Instructions for completing the spreadsheet on the backside



## Instructions for Performing a Bulk Upload of Rinnai Products for Registrations

Once you have downloaded the Excel spreadsheet template, follow the instructions below:

Complete spreadsheet with the following information.

1. Owner First and Last Name
  2. Owner Company Name  
(for Commercial registrations only)
  3. Owner Address
  4. Owner Zip Code/Postal Code
  5. Owner Email
  6. Owner Phone Number
  7. Model Number
  8. Serial Number
  9. Application Type
  10. Recirculation Type
  11. Purchase Date (MM/DD/YYYY)
- Once you have completed the spreadsheet, name the file and save.
  - Select "Choose File" and select the spreadsheet to upload.
  - Submit by clicking VERIFY button.
  - Upon submission of the spreadsheet, the system will perform a series of validation on each row's data. If errors are detected, no data will be saved, you will be provided the row number and the reason for the error, you will need to fix these and resubmit until the whole files pass all checks.
  - Once the spreadsheet passes all verifications you will be presented with the option to SAVE the data, which will persist the information in our database and issue email receipts to owners.

### Important:

- Do not modify the worksheet formats in any way
- Limited to 250 entries/rows per bulk upload batch



## QUALIFYING PRODUCTS

*Points vary by product purchased –  
see back pocket insert for point values*

Tankless Water Heaters  
SE+ (RUR Models)

Tankless Water Heaters  
SE+ (RU Models)

Tankless Water Heaters  
HE+ and SE Series

Condensing Boilers

Direct Vent Wall Furnaces  
(EX08CT, EX11CT)

Direct Vent Wall Furnaces  
(EX17CT, EX22CT, EX38CT)

Vent-Free Fan Convectors

Commercial Tankless Water Heater CU199

Commercial Tankless Water Heater CU160

Demand Duo™ Hybrid Water Heating System (119 Gallon)

Demand Duo™ Hybrid Water Heating System (80 Gallon)

Tankless Rack Systems

Air Handler

Infrared Heaters (US only)  
(SE, SE+, HE, HE+)

Note: HE Series Tankless Water Heaters (V Models) do not qualify.  
\*No credits will be issued for unused points and points have no cash value.



## STAY IN STEP WITH THE RINNAI APP

With the Rinnai PRO App, you'll have access to technical manuals and troubleshooting guides, instructional videos, and access to the Rinnai Learning Management System that give you an advantage over your competition.



Download from your App Store

# Advertising Resources

**Another Reason Why It's Better *In Network***  
Advertising Resources to Help Market Your Rinnai Business

## **PRO 360<sup>o</sup>** **ADVERTISING**

Maximizing Sales in Your Local Market

### **Multi-Media Platforms**

Email  
Instagram  
Facebook  
Google Ads  
Direct Mail



**Order 90 Day Multi-Media Campaign in Minutes!**

<https://landpg.rinnai.us/pro360info>



**Save  
Time**



**Save  
Money**



**Accelerate  
Your Business**

**Access PRO Advertising Resources in the Rinnai Store via the PRO Portal**

<https://io.rinnai.us/>

# PRO Network vs Average Agency Pricing

## Rinnai. PRO Network



Get started today!  
[www.landpg.rinnai.us/pro360info](http://www.landpg.rinnai.us/pro360info)



**It's Better *in Network***

DIGITAL PACKAGE			DIGITAL PACKAGE WITH DIRECT MAIL INCLUDES POSTAGE FOR 2 DROPS 2500 EACH EQUALING A TOTAL OF 5000 POSTCARDS		
	PRO 360 Pricing	Avg. Agency Pricing		PRO 360 Pricing	Avg. Agency Pricing
Base Price	\$2,150		Base Price	\$6,720	
Distribution Lists					
Digital Distribution lists	\$385	\$4,000	Digital & Print Distribution lists	\$485	\$4,000
Social Match * (Facebook / Instagram), and Google Display Ads. <i>Only choose 1 option: 30 days, 60 days, or 90 days.</i>					
30 Days Social	\$850	\$3,000	30 Days Social	\$850	\$3,000
60 Days Social	\$1,700	\$6,000	60 Days Social	\$1,700	\$6,000
*90 Days Social	\$2,550	\$9,000	*90 Days Social	\$2,550	\$9,000
Creative for Static Social Ads	Included	\$1,500	Creative for Static Social Ads	Included	\$1,500
Creative for Google Ads	Included	\$1,500	Creative for Google Ads	Included	\$1,500
Emails					
Creative for 12 Emails	Included	\$4,800	Creative for 12 Emails	Included	\$4,800
Landing Page					
Creative: Customized Landing Page	Included	\$4,700	Creative for Customized Landing Page	Included	\$4,700
Direct Mail					
All direct mail campaigns now automatically include Informed Delivery®. This USPS service provides eligible residential consumers with a digital preview of your Rinnai PRO 360° postcard before it hits their mailbox, thus adding extra advertising impressions at no additional cost to your campaign!	<b>\$20,415 COST SAVINGS!</b>		Creative for Direct Mail	<b>\$20,745 COST SAVINGS!</b>	\$2,000
			Printing of 5,000 - 6x11, Full Color, Double Sided - Direct Mail pieces		\$1,500
			Postage for Direct Mail (.30 per piece standard mail)		\$1,500
<b>TOTAL</b> *This price reflects a purchased distribution list and 90 days of Targeted Social & Google Ads	<b>\$5,085</b>	<b>\$25,500</b>	<b>TOTAL</b> *This price reflects a purchased distribution list and 90 days of Targeted Social & Google Ad and printing & postage costs	<b>\$9,755</b>	<b>\$30,500</b>

\* No Cost Per Click (CPC) charges – Flat Fee

## TV (Video) Commercials and Radio Spots

Free Downloadable TV (Video) Commercials and Radio Spots (15 and 30 Seconds)



Scenes from commercials



- Add Your Company Information
- Order a Customized Company Tag at the End of Your Video Commercial (applicable fee)
- 15 and 30 second radio spots do not come with the option of a Company Tag - usually provided by the Radio Stations


Access PRO Advertising Resources in the Rinnai Store via the PRO Portal

<https://io.rinnai.us/>




# Customizable Trade Ads

Build Your Quarter-Page, Half-Page or Full-Page Customizable Ads in Minutes



**All-in-One Comfort for You and Your Family**




Customers can enjoy efficient home heating and hot water simultaneously with one complete, energy-saving system. The new Rinnai® Hybrid Air Handler System makes the traditional furnace a thing of the past. For more information, contact us—a Rinnai® PRO.

**Special Offer:** Lorem ipsum dolor sit amet, consectetur adipiscing quam ipsum dolor. Verurorus cupplique nit.

Your COMPANY Logo Rinnai Pro Logo OR Rinnai Ace Pro Logo

Company Name • 12345 X Street Name, CityName, ST 00000  
000-000-0000 • HeatingCompanyEmail@something.com • HeatingWebURL.com


1/4 - Page Ad



**Put Worrying About Hot Water Out of Your Mind**

Replace your standard tank water heater and start saving money, energy, and space. With a Rinnai® tankless water heater, you'll never run out of hot water. Contact us—a Rinnai® PRO.

**Special Offer:** Lorem ipsum dolor sit amet, consectetur adipiscing quam ipsum dolor. Fugiasprovidestrunt eos volorec usandis.



Your COMPANY Logo Rinnai Pro Logo OR Rinnai Ace Pro Logo

Plumbing Company Name • 12345 X Street Name Here • CityName, ST 00000  
PlumbingCompanyEmail@something.com • PlumberWebURL.com

1/2 - Page Ad



**Provide Outdoor Comfort with Warmth and Reliability**

Cutting edge infrared heating from Rinnai® will increase your year round outdoor seating capacity while keeping your customers comfortable and cozy. For more information, contact us—a Rinnai® PRO.

**Special Offer:** Lorem ipsum dolor sit amet, consectetur adipiscing quam ipsum dolor. Verurorus cupplique niu quosum ideluderfec furiore batiurorita nit.



SE Series (Outdoor Only)



SE+ Series (Outdoor Only)

Your COMPANY Logo Rinnai Pro Logo OR Rinnai Ace Pro Logo

Plumbing Company Name • 12345 X Street Name Here • CityName, ST 00000  
PlumbingCompanyEmail@something.com • PlumberWebURL.com

Full-Page Ad

Build your Ad using our Tankless, Home Heating, Commercial, **Worry-Free** Hot Water™ Templates.

**Access PRO Advertising Resources in the Rinnai Store via the PRO Portal**

<https://io.rinnai.us/>

# Free Downloadable Ad Templates

Pre-Built Ads for Social Media, Email, and Google (Tankless/Home Heating/Commercial)



### All-in-One Comfort for You and Your Family

Enjoy efficient home heating and hot water simultaneously with one complete, energy-saving system.

### No Money Down and Low Monthly Payments

**Rinnai** RESIDENTIAL **Worry-Free** Hot Water™  
Powered by Alliance



### Efficient & Reliable Home Heating





Rinnai® offers superior quality and performance for all your home heating needs.

**Rinnai**

### All-in-One Comfort for You and Your Family



Enjoy efficient home heating and hot water simultaneously with one complete, energy-saving system.

### No Money Down and Low Monthly Payments

**Rinnai** RESIDENTIAL **Worry-Free** Hot Water™  
Powered by Alliance





### Never Run Out of Hot Water Again

Experience a limitless supply of uninterrupted hot water.



### No Cash Down and Low Monthly Payments

**Rinnai** COMMERCIAL **Worry-Free** Hot Water™  
Powered by Alliance



### All-in-One Comfort for You and Your Family

Enjoy efficient home heating and hot water simultaneously with one complete, energy-saving system.

### No Money Down and Low Monthly Payments

**Rinnai** RESIDENTIAL **Worry-Free** Hot Water™  
Powered by Alliance



[Learn More](#)



### Never Run Out of Hot Water Again

Experience a limitless supply of uninterrupted hot water.

**Rinnai**



Build your Ad using our Tankless, Home Heating, Commercial, **Worry-Free** Hot Water™ Templates.

Access PRO Advertising Resources in the Rinnai Store via the PRO Portal

<https://io.rinnai.us/>

# Vehicle Wraps

Obtain discounts on wrapping your service vehicles



Visit the PRO Portal:  
<https://io.rinnai.us>



Rinnai provides the Vehicle Wrap Service through a North American partnership with SpeedPro.  
*Corporate discount of 10-15% based on individual locations.*

Access PRO Advertising Resources in the Rinnai Store via the PRO Portal  
<https://io.rinnai.us/>

# PRO Product Overview

Designed to help the PRO provide their customers with the information they need to make a buying decision.

Available in a Hot PDF or an ePublication.

Created with a responsive design to be used on any digital platform.

**Rinnai®**



**Product  
Overview**

<https://stpress-ftp.com/Rinnai/epublications/PRO-Product-Overview>







**Rinnai Manufacturing**  
Griffin, Georgia, USA

# First Major Tankless Brand to Manufacture in the USA

Rinnai established its US operations in 1974 and introduced Tankless Water Heating to the North American Market in 1999. In 2018 Rinnai manufactured its first tankless water heater in the United States in Griffin, Georgia. Our new manufacturing facility was completed in 2021 with production of the new RE Series tankless water heaters beginning in 2022. Rinnai continues to make significant investments in expanding its operations and product portfolio, focusing on its brand promise of **Creating a healthier way of living®**



**Water Heating Solutions**



**Home Heating Solutions**



**Commercial Water Heating Solutions**

## Every. Detail. Matters.<sup>SM</sup>

You don't become a market leader without thinking through every single detail. Then overthinking it. Then rethinking it. Every small detail matters. A lot. From flexible venting to customizable solutions and maximum ROI, we've thought through all the possible barriers and potential problems before they exist. Simply put, we're not just in the business of tankless water heaters. We're in the business of solving problems. That means we won't relax. Ever. We just can't.

We'll keep rethinking every single tiny detail, innovating, and improving our products, services, and programs.

Learn more about Rinnai high-performance Tankless Water Heaters, Hybrid Water Heating Systems, Boilers, Vent-Free Fan Convectors, EnergySaver® Direct Vent Wall Furnaces, Hydronic Air Handlers and Infrared Radiant Heaters.

**[rinnai.us](http://rinnai.us) | [rinnai.ca](http://rinnai.ca)**

**Rinnai®**

**Rinnai America Corporation**

103 International Drive | Peachtree City, GA 30269  
1-800-621-9419 | [rinnai.us](http://rinnai.us) | [rinnai.ca](http://rinnai.ca)

**PROUD SPONSOR**



*FOLDS of HONOR*